



# LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



## Now

More than ever before it is important that good judgment be used in buying automobiles.

PIERCE-ARROW  
HUDSON SUPER-SIX  
CHEVROLET  
SAXON  
PASSENGER CARS

PIERCE-ARROW  
and  
REPUBLIC TRUCKS  
PRICES ADVANCING

**Ogden  
Motor Car  
Company**

L. L. Hains, Mgr.  
2245-55 Hudson Ave.

## AUTOS SAVE VAST AMOUNT OF COAL

(By F. E. Moscovics.)  
Few even of those most closely identified with the motor car industry comprehend how miraculously the passenger car has conserved vast amounts of coal for America in this year of her first fuel famine. Without our cars and the useful work they have done, this coal would have been consumed in transportation work by steam roads and by electrically driven trolley and interurban cars. Facing the peril of international coal famine, the work of the motor car in saving coal through consumption of gasoline for transportation work has been of stupendous value to humanity.  
There are more than 4,000,000 passenger cars in America, to say nothing of half a million trucks right now. Each one of these cars, we know, will average 4,000 miles a year. On a conservative estimate the average car carries three passengers for practically every mile it travels.  
This means that our passenger motor vehicles have transported 12,000,000 passengers—16,000,000 miles this last year. All the coal the steam roads, the city trolley cars and the interurban cars would have consumed in transporting these passengers has been saved for America and our allies.  
Take it another way. Suppose those 12,000,000 passengers which were carried by motor car had ridden entirely in railroad trains, fifty passengers to a car. It would mean 240,000 loaded steam passenger cars going clear across the continent with this

12,000,000 passengers. Such a colossal and stupendous emigration of a city three times as large as New York has never occurred in the world's history. Think of the coal it would take to haul 240,000 passenger cars from New York to San Francisco. Railroad officials tell us that it would require 100,000,000 tons. It is staggering and fantastic. You say: "Anyhow, weren't the 12,000,000 motor car passengers traveling those 16,000,000 miles needlessly?" "No," the cars really pleasure cars? That is the rub. There is the garden variety of information looking at the motor car through the wrong end of the microscope.

Now, let's look at the real facts of the case. The City of Indianapolis, where the Marmon 34 is made, is an average American city, not below the average American city in prosperity. Marion county, which includes the city and a few thousands of suburbanites and farmers, has some 30,000 motor cars. It has been estimated there are not a thousand chauffeurs in the whole city. It is a community of owner drivers.

Indianapolis, a city of a quarter of a million, has had a normal census growth in the last few years. There has not been a boom, but there has just been about a normal growth. Nevertheless our street car companies tell us that they carried in the last year 1,400,000 less passengers than they did in previous years.

In the ordinary course of events the 1,400,000 passengers actually lost by the street car companies, and the 600,000 which should have been gained (2,000,000 passengers, or fares,) would have ridden in street cars. They motored because they liked it and saved coal. This same process happens right along in every other American city which is a motor car owning community.

If an average American town of a quarter of a million can conserve 2,000,000 coal consuming street car rides consider what the entire country could conserve in a year with 4,000,000 cars instead of the 30,000 which Indianapolis possesses.

If the motor cars of the entire country have taken from the street cars and other transportation factors as many passengers as they did in Indianapolis the saving would be so staggering that no one would dare claim it unless absolute statistics gathered from every community were obtainable. The vast saving hints at what utter ruin would have reached America and the world if gasoline had not been substituted as a transportation fuel, and if we had not had millions of cars these last few years.

With alcohol economy an important consideration among motorists, special interest is being shown in a unique "radiator condenser" on Cadillac cars. It permits the use of alcohol as an anti-freeze solution, with very slight loss from evaporation. Evaporated alcohol is reclaimed in a simple condensing tank below the front floor board.

## U. S. ARMY IN FRANCE PRAISES THE CADILLAC

C. L. Grant writes praise of his experience with a Cadillac. Eight in France, Mr. Grant was one of the special commissioners from the state of New York to handle the votes of the soldiers and sailors abroad in the recent election.

"We drove over 1700 miles without the least bit of trouble; and even when I tell you that we were making from 200 to 300 miles a day, driving from early morning until far into the night, through fog and rain and without lights, you can get little idea of the hardships of the trip. There was really no need of the mechanic, though he served as an extra driver at times.

"At the headquarters garage, Cadillac cars predominate and officers are loud in praise of the manner in which they are standing up under the terrific driving to which they are subjected."

"MIKE HAD ANSWER READY."  
"Have you lobsters like this in Ireland, Mike?"

"Is it lobsters?" replied Mike contemptuously. "Why, I've seen the sea rod wid'em."

"But Mike, lobsters aren't red until they're boiled!"

"Don't I know that? But we've not springs in the old country, and the creature swim thro' 'em and come out all ready for ye to crack open and eat," said Mike calmly.

## LOOKS FORWARD TO A BIG YEAR

(By J. J. Cole.)  
The 1918 outlook, from the standpoint of motor car manufacturers, is not dark. On the contrary, in view of existing conditions, it is most encouraging.

With a frank statement from government leaders to the effect that there is no probability of a serious curtailment of automobile production for months to come, at least, or of the supply of gasoline for private use, any clouds which may have hung over the industry a few weeks ago have been rapidly dispelled.

As the situation stands now, the individual who wants to buy a new car can most conscientiously go ahead and make the purchase without in any way either handicapping the war efforts or interfering with the praiseworthy tendency toward conservation. That is, he can do so if he is in a financial position to afford the expenditure, and there is every reason to believe that there will be more persons with ample means for owning cars next year than ever before. Each day additional millions are being thrown into circulation and those millions eventually will find their way to the purses of prospective buyers of motor cars as well as all other classes.

The Cole company this year is entering a new field of motor car merchandising, largely due to war conditions.

Aware of the fact that there are thousands of individuals who have heretofore been in the habit of buying motor equipment of the \$5,000-and-upward class, who may desire to spend less if a car can be found which approximates their former requirements, our company is endeavoring to furnish a product suitable to their needs at a lower purchase price. Consequently, the three additions to our line of cars.

There is a certain class of motor car buyer who will be satisfied with nothing unless it has features which the average car does not include. If, for patriotic and other reasons, he cannot purchase that car, because of its excessive purchase price, he will refrain from buying a new car. That is the class of buyer our new models are designed for. We have undertaken the production of a new type of car, which, at a much lower price, will be a fitting substitution for the cars in the ultra-high priced class.

At the same time, we are including in the Cole line our other models which represent the type of car which is available for the purchaser who has a more limited amount to expend for an automobile.

The demand is certain. No one can question it. For these reasons the Cole company looks forward to a most satisfactory year in 1918.

## "BIG BILL" HART at the Cozy today only.

## HAS CONFIDENCE IN SEC. BAKER

WASHINGTON, Jan. 12.—Despite strong support in the senate military committee, the proposal to create a department of munitions headed by a new cabinet officer is not favored by President Wilson and indications are that it will not get far in the house.

The president's attitude was made known to representatives who called at the White House yesterday. He was said to have expressed utmost confidence in Secretary Baker and advanced the opinion that the work of supplying munitions would be adequately handled by the present organizations of the war and navy departments.

Secretary Baker who interrupted his testimony before the senate investigation to attend the cabinet meeting, was prepared to take the stand again today.

## RHEUMATISM IS PAIN ONLY, RUB IT AWAY

Instant relief from pain, soreness, stiffness follows a rubbing with "St. Jacobs Liniment."

Stop "dodging" rheumatism. It's pain only; not one case in fifty requires internal treatment. Rub soothing, penetrating, "St. Jacobs Liniment" right on the "tender spot," and by the time you say Jack Robinson—out comes the rheumatic pain and distress. "St. Jacobs Liniment" conquers pain. It is a harmless rheumatism liniment which never disappoints and doesn't burn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops sciatica, lumbago, backache, neuralgia and reduces swelling.

Linger up. Get a small trial bottle of old-time, honest "St. Jacobs Liniment" from any drug store, and in a moment you'll be free from pains, aches and stiffness. Don't suffer. Rub rheumatism away—Advertisement.

THE PRIZE BACKER-DOWN.  
"William!" she shouted in a voice fit to command a regiment, "take your feet off the table this very instant!"  
"Margaret, I want you to know," he said, in a voice that was surcharged with manly determination, "that there is but one person in the world that I will allow to talk to me in that way."  
"With an irate mien she arose and looked into his eyes."  
"And who is that, sir, may I ask?" she thundered.  
"Why, you, my dear," he gently answered, as he removed his feet from the table.

## 18TH ANNUAL AUTO SHOW IN NEW YORK

(The World)

Represented by 346 exhibiting companies, the automobile industry—the industry which is to be one of the greatest factors in the Allied victory—made its annual bow to the public yesterday afternoon in Grand Central Palace—the eighteenth annual National Automobile show. This exposition, under the auspices of the National Automobile Chamber of Commerce, has broken all previous records for size, variety and interesting features connected with the manufacture of automobiles, and it is one of the most remarkable industrial shows ever produced.

When one stops to consider that the aeroplane, the "tank," the military transport, the tractor and undersea boats, all are outgrowths and developments of the gasoline engine and the automobile, the significance of the huge exposition is truly startling. The show is a remarkable demonstration of the resources of the great industry that is so vital to America in winning the war.

Never in the history of automobilism has there been such a comprehensive display of motor cars, accessories and parts. With an imposing array of more than 400 complete cars and chassis displayed by eighty-six manufacturing companies on four floors of the palace, the 1918 exposition probably will break all attendance records of previous shows, for each successive season the attendance increases.

Reply to "Gloom" Reports.

This exposition, in one sense, is the reply to the automobile industry to the many false reports that have been widely circulated regarding what was about to happen to this third largest manufacturing business of the nation—how the passenger automobile was to be curtailed and even suspended altogether during the war. Supplies of steel and other materials and of coal were to be denied to the automobile factories, and how the use of passenger cars for private enjoyment was to be stopped because of scarcity of gasoline.

Although these reports may have cast undeniable gloom throughout the trade and among users, not one of them has materialized or been borne out by official action. On the contrary, they have been publicly denied. In Washington and elsewhere have been given out by the Petroleum Division of the United States Bureau of Mines that the gasoline situation has improved materially in the last few months and an ample supply is in sight for all legitimate requirements. Because this is America's first wartime auto show there is naturally more or less military spirit running through it, as is noticeable in the exhibits and decorations. Of course, the glittering collection of cars is the piece de resistance of the great show, but visitors who are car owners and have no thought of buying new models will find the display of accessories and parts most interesting.

In all phases of bustling American life motor cars are such as essential factor that any threatened shortage of the supply only makes the desire to buy them more insistent.

Show a Gloom Dispeller.

The Automobile Show is the year's greatest dispeller of gloom and doubt. It starts the year off with a high keynote of optimism that sounds throughout the automobile trade and reaches beyond to revivify general business conditions. It is vastly more important to hold the show during a period of depression than when all lines of business are active and optimism reigns supreme. The visible evidence of confidence and activity presented by the Automobile show reacts on the minds of the whole public and re-establishes waning confidence.

This year's show will have the same effect that the show of 1917 had, which opened on the day of the panic on the New York Stock Exchange. Dealers from all parts of the country will return home with renewed enthusiasm and assured that conditions are not nearly so bad as they had supposed. They will have formed their plans and policy for the rest of the year and their influence will be felt by other trades in their home towns.

Refinement in Design.  
Very few changes are to be noted in the 1918 models and if the war continues the types of this year will be those of next with refinements to be seen in many instances. Despite increases in prices of cars the present price is about \$100 less than the average of three years ago. A prominent mechanical change is the increase in average wheelbase from 113 1/2 to 120 1/2 inches. Another is the enlarged engine size, the average piston displacement now being 269 cubic inches as against 222 last year. Due to the war many of the anticipations of a year ago have not been realized but each model exhibited has some interesting points about it to hold attention. Never was there to be seen such a varied line of bodies, beauties too, as the present show offers.

Prices to Suit All.  
The range of prices this year for the cars is from \$445 to \$8000.

Many New Accessories.

All that is new in the accessory field will be found on the upper floors of the Palace, but a canvas of the exhibits will bring out the fact that this year, perhaps as never before, devices and attachments whose essential function it is to make the maintenance of an automobile a more economical proposition are a most conspicuous feature. They preach the gospel of sane economy, the elimination of waste.

Devices that tend to improve carburetion and conserve gasoline hold a particular interest. Within the past two or three months a number of new carbureters, primers, condensers, engine heaters, etc., have made their appearance upon the market, and they all hold more features which will be of more than passing interest to the

## Another Federal

### A List of Satisfied Owners Our Best Recommend

Amalgamated Sugar Company.....	2	Ton
Amalgamated Sugar Company.....	2	"
Amalgamated Sugar Company.....	2	"
Amalgamated Sugar Company.....	2	"
Utah Packing Corporation.....	1 1/2	"
Utah Packing Corporation.....	1 1/2	"
Utah Packing Corporation.....	3 1/2	"
Utah Packing Corporation.....	3 1/2	"
Corinne Cement Tile Company.....	3 1/2	"
Morgan Canning Company.....	1 1/2	"
Utah Canning Company.....	1 1/2	"
Utah Canning Company.....	3 1/2	"
Utah Canning Company.....	3 1/2	"
Murphy Grocery Company.....	1 1/2	"
Ogden Paint, Oil & Glass Co.....	1 1/2	"
Shupe-Williams Candy Company.....	1 1/2	"
Badger Coal & Lumber Company.....	1 1/2	"
John Farr Coal Company.....	1 1/2	"
Gwilliams Coal & Lumber Co.....	2	"
Utah Construction Company.....	2	"
Utah Construction Company.....	3 1/2	"
Smith Transfer Company of Logan.....	1 1/2	"
Hewitt Transfer Company.....	2	"

## The Cadillac Company of Ogden Ogden, Utah

average motorist. Carbureters using the heavier grade fuels, especially kerosene, are becoming more numerous.

Many additions recently have been made to the large number of devices and attachments that have been produced to further the comfort of the car owner. Special bodies and curtains are displayed at the Palace which have for their purpose the conversion of the open touring car into a completely enclosed vehicle for winter service. The detachable body is not new, but those placed upon the

market for this season show many refinements in finish over previous offerings.

LOCOMOBILE CHASSIS

SHOWN AT THE SALON.  
According to Mr. S. de B. Keim, New York manager of the Locomobile Company of America, about the most important feature of the Locomobile exhibit in the Salon is a special Series Two chassis.

For several years no Locomobile chassis has been displayed owing to the interest in the novel coach work

designs developed by the Locomobile custom department. This year, however, the chassis takes on a new interest, partly because of the addition of many refinements but principally because of the question in the public mind regarding the maintenance of quality in motor car chassis construction.

The exhibition of the Locomobile chassis will prove that the quality of the Locomobile materials and workmanship has not only been maintained but increased, inspite of innumerable difficulties.



## SIMPLEX FORD MOTOR OIL

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The first few times you use Simplex Ford Motor Oil you will be astonished at the difference this oil makes in the service of your Ford car. Makes good at all temperatures. Every drop counts.

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